

**Subject:** Re: Halloween update  
**From:** Michael Lamb <Michael@downtownnews.com>  
**Date:** 09/07/2017 10:14 AM  
**To:** Michael Filson <mfilson@downtownla.com>

Michael  
Here is the insertion order for the Halloween campaign.  
Thanks

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

213-482-5932 Direct  
213-453-3548 Mobile  
[michael@downtownnews.com](mailto:michael@downtownnews.com)

<http://www.ladowntownnews.com/>

Our Social Media Sites::

<http://twitter.com/downtownnews>  
<http://facebook.com/l.a.downtownnews>

ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Sep 7, 2017, at 9:42 AM, Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)> wrote:

Could we do it like this then:

10/16 1/4 page  
10/23 1/2 page  
10/31 1/2 page

And then, if there is any type of sponsorship trade, we can work that out as well.

Mike Filson  
DCBID  
Associate Director, Marketing & Community Relations

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]  
**Sent:** Thursday, September 07, 2017 9:48 AM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Re: Halloween update

You can either run another half page for \$1360  
or a quarter for \$650  
..again the 13x rate

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Account Executive  
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ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Sep 7, 2017, at 9:34 AM, Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)> wrote:

What could you do for something on 10/30 issue if I kept the other 2 ads?

Mike Filson  
DCBID  
Associate Director, Marketing & Community Relations

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]  
**Sent:** Thursday, September 07, 2017 9:22 AM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Halloween update

Hi Michael

I haven't heard back from the higher ups in terms of sponsoring this year's Halloween event but  
I should soon.

In the mean time, here is what we can do for your budget of \$2,000

1/2 page color ad in the 10/16 issue  
1/4 page color ad in the 10/23 issue

Total is \$2035

Moving forward, we will be assigning our 13 time non-profit rate to you.

Let me know if I should book it.

Best

Michael Lamb  
Account Executive  
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—Attachments:

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DCBID-DTNEWS0-Halloween17.pdf

292 KB